

2004 Annual Evaluation Report

HIGHWAY TRAFFIC SAFETY PROGRAM MONTANA

Table of Contents

I.	Highway Safety Office's Transmittal Letter	1
II.	Source and Use of Funding	2
III.	Planned <i>versus</i> Expended Funds	2
IV.	Progress in Meeting Performance Goals by Projects and Activities	5
	3.2.1 General Problem	6
	3.2.2 Alcohol and Other Drugs	9
	3.2.3 Occupant Protection	13
	3.2.4 Driver's Hazardous Actions	18
	3.2.5 Traffic Safety Records/License Compliance	20
	3.2.6 Emergency Medical Services/Trauma System Development	21
	3.2.7 Motorcycle Involvement in Crashes	23
	3.2.8.1 General Education	24
	3.2.8.2 Paid Media Report	26
V.	Legislative & Administrative Changes	30

II. Sources and Uses of Funds

The National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, provided funding as mandated under Section 402 of Title 23, U.S. Code that provides for reimbursement of expenditures incurred in following the Governor's Highway Safety Plan (HSP). This basic grant was supplemented by additional federal funds from other NHTSA related grants. Where required, MDT fuel tax revenues and other State agencies' funding, such as the Montana Highway Patrol annual budget matched federal funds. Localities also spent their own funds in support of traffic safety programs.

We analyzed and identified traffic safety related problems and determined what improvements were necessary and related these to national priority problem areas. Problems were then matched with known countermeasures based upon the available level of funding. Like last year, we received and used transfer funds for highway safety construction since we did not have an open container law in place as required by Congress.

We were awarded additional grants to strengthen our safety restraint law enforcement, education efforts, training of people in proper child safety seat use and installation, and a seat belt incentive grant to promote increased usage rates. We continued our effort to merge occupant protection with impaired driving abatement efforts at both the state and local level, and in combination with national mobilization efforts.

This annual report covers the Federal Fiscal Year 2004. The year runs from October 1, 2003 through September 30, 2004. Each July, after all of the previous year's statistics are available, we complete a Problem Identification Paper. Known and estimated changes through the end of each calendar year are provided to complete the evaluation on a calendar year basis.

Persons interested in the data that guides the annual plan are referred to the Problem Identification Paper that is available on the Montana Department of Transportation's Internet site under State & Local Traffic Safety Program www.mdt.state.mt.gov.

III. Planned *versus* Expended Funds

Funds used in FFY 2004 included basic Section 402 and additional allocated funds, penalty transfer funds, and occupant protection program support funds applied for and received. Differences between the planned level of expenditure and the actual level occurred when contracts are issued using estimated levels of activity developed at the beginning of each fiscal year. As the year progresses, needs and safety focuses change. Variations then occur between the planned funding use and the actual expenditure of funds.

The following table provides totals rounded to the nearest whole dollar for expenditures, original allocations by NHTSA for the year, and funds carried forward which were not expended in the

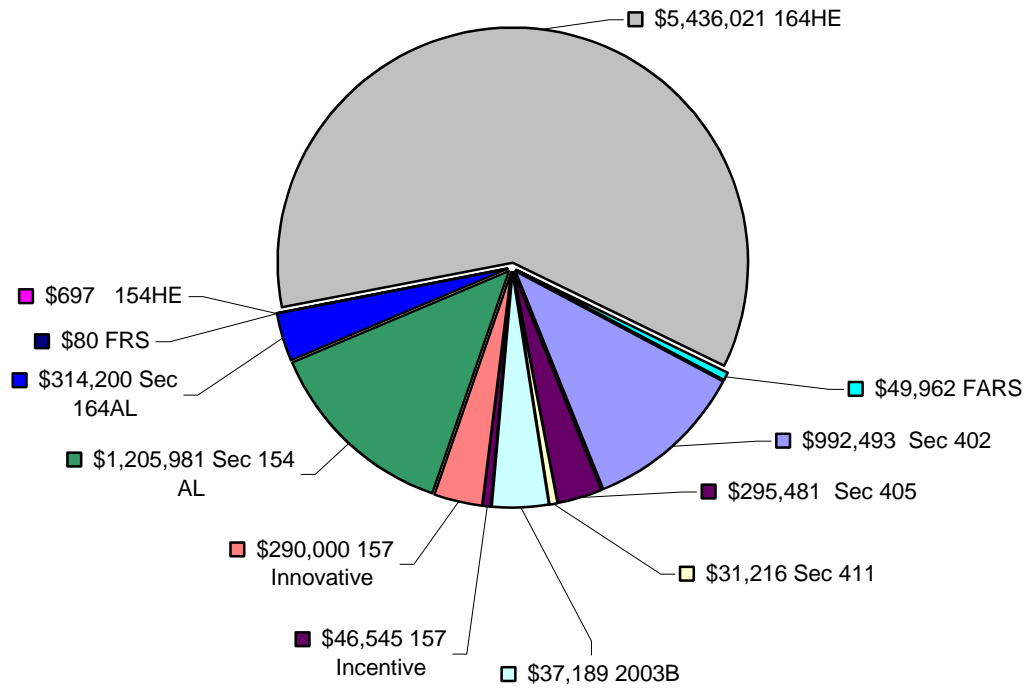
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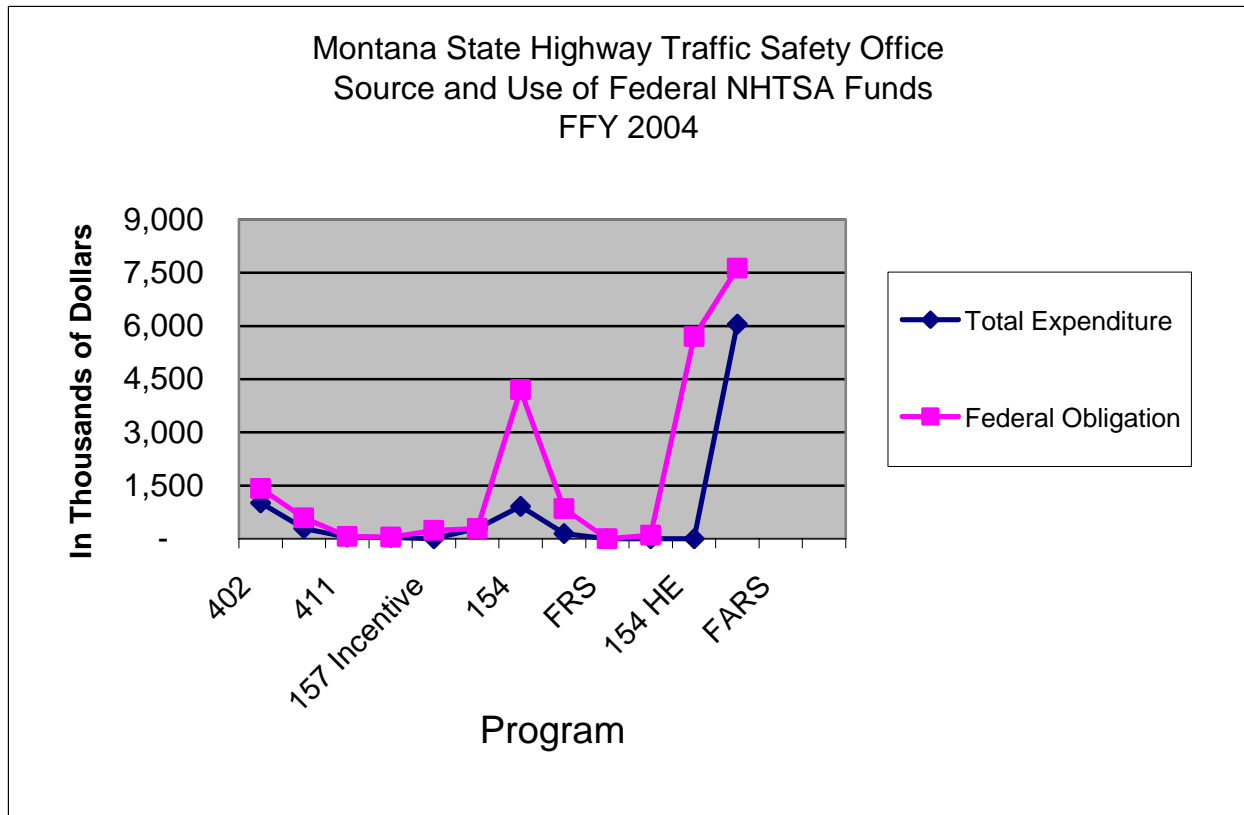
**HIGHWAY TRAFFIC SAFETY
TABLE OF FUNDS - GOVERNOR'S HIGHWAY SAFETY PLAN**

Program	FFY04 Amount	Carry forward Amount	Total Available	Expended
Section 402 (HSP)	\$ 987,462	\$ 424,725	\$ 1,412,187	\$ 992,493
Section 405 OP Enforcement	228,926	356,490	585,416	295,481
Section 411 Data Improvement	-	60,204	60,204	31,216
USC 2003B Child OP Training	-	44,063	44,063	37,189
Section 157 Incentive	58,981	172,684	231,665	46,545
Section 157 Innovative	290,000	-	290,000	290,000
NHTSA Total	1,565,369	1,058,166	2,623,535	1,692,924
Section 154 Transfer	171,000	4,029,696	4,200,696	1,205,981
Section 154 Transfer HE	5,699,242	-	5,699,242	697
Section 163 ID	100,000	-	100,000	-
Section 164 Transfer	-	845,993	845,993	314,200
Section 164 Transfer HE	-	7,629,907	7,629,907	5,436,021
Total Transfer Funds	5,970,242	12,505,596	18,475,838	6,956,899
 GRAND TOTAL	 \$ 15,071,222	 \$ 27,127,524	 \$ 42,198,746	 \$ 17,299,645

Basic and additional funding for the year was provided by continuing appropriations enacted by the U. S. Congress. Section 402 funding received was 2.47% lower than the authorized level after the Byrd Test was applied in September. Section 154 and 164 penalty transfer funds used for construction resulted from a lack of open container and repeat offender laws. These transfers are much larger than the normal appropriation to our annual funding which is available for non-construction highway safety programs. Other grants that helped add funding to our programs included Sections 2003b, 405, 157 Incentive and 163 grants. Unexpended funds are carried forward into the following year's plan. Closeout of the grants, including this report, will occur by the end of December 2004.

SHTSO FFY 2004 Expenditures





Funds in Sections 154 and 164 were not available for expenditure due to a program review that temporarily froze the use of these funds.

IV. Progress in Meeting Performance Goals by Programs, Projects and Activities

Vehicle Miles Traveled (VMT) in Montana increased by 3.9%. This is the best indicator of exposure to traffic crashes. Major crash indicators were down somewhat during 2003 compared to 2002. Fatalities were down 2.6% to 262 during 2003. Crashes were down 1.6% while injuries were down 4.5%.

Incapacitating injuries have declined generally over the last ten years. During 1994, there were 2,474 serious injuries. By 1998, these injuries declined to 1,834 and continued to decrease to the current level of 1,634. This decline is attributed in large part to seat belt usage. The fatality rate for Montana has been relatively level during the last five years. The injury rate has declined by 12.1% over the last five years, while the crash rate decreased by 4.8%.

Unfortunately, the Montana Alcohol Fatality Rate was 1.21 during 2002. This was the highest rate in the nation. This rate is relatively unchanged for 2003 at 1.17 while preliminary indicators may show a significant decrease in 2004. During 2003, nearly 49% of Montana fatalities were related to alcohol. The American Indian population is over-represented in these rates.

Montana nearly reached 81% in seat belt usage during 2004. Usage has continued to climb about 1 to 1.5% each year. Unfortunately, 72% of fatal occupants are still not buckled up.

3.2.1 General Problem:

The State Highway Traffic Safety Office benchmarked the state fatality rate at 2.29 during 1995. A goal of 2.0 was set for the year 2000. Initially in 1996 the rate dropped to the lowest level ever to 2.1 but then rose again and was 2.4 during 2000. We revised our goal to 2.0 by 2005. During 2003, the fatality rate was 2.4. Montana has a decrease in fatalities of over 30 during the first 11 months of 2004. If this decrease is maintained during December, the fatality rate could reach 2.1 and give Montana a chance of reaching the 2.0 goal during 2005.

General Problem Goal	
Year	Fatality Rate
Benchmark (1999)	2.25
Goal (2005)	2.00
2000	2.40
2001	2.30
2002	2.57
Achieved (2003)	2.40
2004	2.10 (current estimate)

The high fatality rate in Montana is elevated because of the heavy alcohol involvement in fatalities. In addition, Montana has a number of demographics, including Native Americans, that make it a higher fatality rate state.

Because of the number of long distance trips driven by Montanan's, high annual vehicle miles traveled, the state also has a high rate of non-alcohol related fatalities. Montana had the third highest percentage of single vehicle fatalities in the nation at 66%. The state was also third in nighttime single vehicle fatal crashes at 33%. Most of these single vehicle crashes are run off the road and often become rollovers when overcorrecting occurs.

The state also has the highest percentage of registered pickups in the nation and a very high percentage of SUV's. Pickups and SUV's have significantly higher fatality rates than passenger cars (approximately 50% higher). Montana has the highest percentage of total fatalities occurring from occupants of pickups and SUV's. Vehicle Miles Traveled outside of our 15 urban areas is 77.9%, which is the highest percentage of rural travel in the United States. These factors all contribute to higher fatalities.

Ages between 15 and 25 have over 13,000 people in Montana for each of these eleven ages. The ages between 43 and 56 also have over 13,000 people for each of those ages. Most other age groups have less than 10,000 people per year. The high number of youth is another aspect that is currently hampering fatality rates since this age group is involved in high numbers of fatalities

and crashes. As the current 0-14 year olds move into the driving population, where there is much smaller numbers, then Montana should realize some gains.

Vehicle Miles Traveled (VMT) reached 10.9 billion during 2003, which was an increase of 3.9%. There were over 700 thousand licensed drivers in Montana and 1.2 million registered motor vehicles during 2003. Fatalities decreased slightly to 262 in 2003, but were still higher than all but two of the last ten years.

From 1988 until 1996 there were five years with less than 200 fatalities. Since then every year has been over 220 fatalities. Non-alcohol related fatalities have been significantly higher since 1995, ranging from 111 to 143. The eight years previous to that were all less than 99. This is probably related to both increased vehicle speed and increased VMT. Possible other factors are increases in inattentive driving and aggressive driving.

At the same time alcohol related fatalities have been trending upwards since 1996. The number of alcohol related fatalities during both 2002 and 2003 were higher than any year since 1987.

Montana Fatalities			
Year	Alcohol Related Fatalities	Non Alcohol Related Fatalities	Total Fatalities
1982	171	83	254
1983	184	102	286
1984	145	93	238
1985	154	69	223
1986	122	100	222
1987	143	91	234
1988	117	81	198
1989	94	87	181
1990	119	93	212
1991	112	88	200
1992	104	88	192
1993	115	80	195
1994	104	98	202
1995	95	120	215
1996	78	122	200
1997	124	141	265
1998	105	132	237
1999	109	111	220
2000	117	120	237
2001	104	126	230
2002	126	143	269
2003	128	134	262

When analyzing data from Montana, you cannot draw conclusions on any one or two years of fatality data. The numbers are simply not large enough. Perhaps when examining five, ten or twenty years you can spot trends. So no major conclusions should ever be drawn on a one or two year changes in fatalities. It can often be random luck.

Examining a statistic such as fatalities plus incapacitating injuries (serious injuries) can often provide much quicker conclusions to trends. Here you are looking at numbers approaching 2000 rather than just over 200. Sometimes this can provide more immediate trend feedback.

The number of serious injuries was between 2350 and 2470 from 1986 until 1993 (please refer to chart below). During 1994 and 1995 this number surpassed 2600. Since then there has been a definite decrease to 1896 during 2003. A decrease during 1988 was expected because of the seat belt law and higher usage. It never materialized although there was a decrease in fatalities. During the last eight years, this decrease in part can be attributed to the seat belt law and to the increase in the number of vehicles with airbags.

Montana Serious Injuries	
Year	Injuries
1986	2,463
1987	2,465
1988	2,360
1989	2,381
1990	2,411
1991	2,363
1992	2,423
1993	2,455
1994	2,676
1995	2,621
1996	2,241
1997	2,182
1998	2,071
1999	1,959
2000	2,027
2001	1,663
2002	2,007
2003	1,896

3.2.2 Alcohol:

The State Highway Traffic Safety Office used to set two goals for the alcohol problem. The first is the percent of alcohol/drug related crashes with a goal of 7.0% by 2006. Because of the fact that NHTSA's emphasis is now on fatality rate, we set a second goal to reduce the alcohol related fatality rate to 1.0 per 100 million vehicle miles traveled by 2008.

Alcohol Goal A	
Year	Percent Alcohol/Drug Related Crashes
Benchmark (2000)	9.9%
Goal (2006)	7.0%
2001	9.3%
2002	9.7%
Achieved (2003)	9.4%

Alcohol Goal B	
Year	Alcohol/Drug Fatality Rate
Benchmark (2000)	1.18
Goal (2008)	1.00
2001	1.04
2002	1.20
Achieved (2003)	1.17

Since fatalities are down significantly in 2004, it is hoped that alcohol related fatalities are also down which would decrease the fatality rate. Alcohol-related fatal crashes and fatalities are the number one priority for Montana. According to NHTSA, Montana's percent of alcohol related fatalities increased from 47% in 2002 to 49% in 2003. Of the 262 fatalities, 128 were alcohol related. Alarming, in 2002 of the 51 American Indian fatalities, 33 or 64.7% were alcohol related. Preliminary counts for 2004, show less Indian fatalities, but even more that are alcohol related. During this time, our DUI convictions are down significantly from 1994 -1997 when there were over 6,000 convictions each year. In 2003 there were 5343 DUI convictions in Montana.

NHTSA has designated Montana as leading the nation in alcohol-related fatalities. As a strategic evaluation state, we developed a plan with NHTSA to try to counteract the alcohol-related fatality problem by enlarging the pool of law enforcement agencies participating in sustained enforcement. Additionally, we promoted more participation in the national mobilizations to address drinking and driving over the 4th of July, Christmas-to-New Year's holidays, and Labor Day Holiday. Public information and stronger publicity of law enforcement efforts and their results were expected to move the public into perceiving these increased efforts as a stronger deterrence to drinking and driving.

Alcohol Related Fatality Rate			
Year	Alcohol Related Fatalities	Vehicle Miles Traveled (100 Million)	Alcohol Related Fatality Rate
1993	115	87.1	1.32
1994	104	91.2	1.14
1995	95	94.0	1.01
1996	78	94.2	0.83
1997	124	93.2	1.32
1998	105	94.9	1.10
1999	109	97.8	1.11
2000	117	98.6	1.18
2001	104	100.1	1.04
2002	126	104.9	1.20
2003	128	109.0	1.17

Source: Fatality Analysis Reporting System (FARS)

The Montana legislature meets biannually with no session held in 2004. This gave the State Highway Traffic Safety Office time to educate the public about key alcohol related traffic safety issues on the new and/or updated alcohol laws from 2003. The following DUI laws were passed in 2003: .08, Ignition Interlock, and increased penalties for high BAC and adding a parent/guardian's obligation to attend alcohol classes with their youth to the MIP law. During the 2005 Legislative Session, an open container law will be introduced.

Working with the Department of Justice, Motor Vehicle Division, a plan was devised and initiated to educate all the judges, law enforcement agencies, driver's licensing employees and driver's education teachers on the new laws. An impaired driving poster was produced that includes all the information about DUI laws in Montana including laws for commercial drivers. This poster can also be broken into 15 PowerPoint slides for use in presentations or 15 smaller posters to address specific DUI related issues. These posters are found across Montana hanging in driver exam stations, outside of courtrooms and in law enforcement agencies.

The coordination of train the trainers for the A.C.T. (Assessment, Course and Treatment) program is the responsibility of the State Highway Traffic Safety Office. All A.C.T. Trainers from state approved programs located statewide are required to attend this training before teaching ACT classes to those drivers convicted for DUI. A small amount of 402 funds was used to support this training.

The FY 2004 HSP included funding for state and local countermeasures to help abate alcohol-related crashes. Section 402 funding was provided to our 17 local SAFE KIDS/SAFE COMMUNITIES (SKSC) Coalitions via our main subcontractor, Healthy Mothers, Healthy

Babies (HMHB), The Montana Coalition. HMHB administered pass-through funding for each of 17 coalitions plus their catchment areas of 14 counties that total to 31 counties. Using this funding, the coalitions conducted impaired driving public information and education (PI&E) campaigns that focused on youth and adults to avoid drinking and driving. These coalitions cover 80% of the state's population. One of the coalitions includes Big Horn County that consists of the Native Americans from the Crow Agency.

All SAFE KIDS/SAFE COMMUNITIES programs are required by contract to spend 50% of their time on impaired driving abatement programs and 50% of their time on occupant protection PI&E programs. Local SKSC's conducted a variety of projects that included server training for local retail alcohol outlets, coordinated community public information campaigns to promote anti-drinking and driving behaviors during national mobilizations, use of designated drivers, and training to reduce underage drinking. SKSC distributed 8,862 packets that included impaired driving information at local events. Fifty "Let's Control It" alcohol server trainings were held in Montana in FY2004. Nine communities set up local Safe Ride Home programs.

402 funds were used to fund a contract with the Missoula City/County Health Department to provide technical assistance to local SAFE KIDS/SAFE COMMUNITIES Coalitions on alcohol related projects. Lonie Hutchinson from the Health Department provided ten hours a week coaching and training SAFE KIDS/SAFE COMMUNITIES coordinators on alcohol programs. A significant amount of this time was spent assisting in the "Let's Control It" alcohol server training. Guidance was also provided on working within the community to bolster coordinated drinking and driving prevention programs.

Banik Communications provided statewide saturation of impaired driving messages three times during FY2004 national mobilizations and Montana sponsored mobilization. The two national mobilizations occurred during Christmas/New Years Holiday (December 17, 2003 – January 4, 2004) and during Labor Day Holiday period (August 30, 2004 – September 8, 2004). The Montana sponsored mobilization was during the 4th of July Holiday (June 28, 2004 – July 6, 2004). Details concerning Banik's media activities are found on pages 24 – 27 of this document.

Montana State University's (MSU) Most of Us @ Campaign received \$121,000 in 402 funding along with a small amount of Section 154 funds to work with SKSC to disseminate public information and education messages with a strong emphasis on enforcement. Local chiefs of police and county sheriffs had their own radio spots developed by making statements concerning impaired driving. These spots were then played in local communities informing citizens that law enforcement is involved in reducing impaired driving.

MSU's Most of Us Campaign focused on 15 Western Montana counties involving media buy. This area was chosen since it consists of 50% of Montana's young adult population (21 – 34 years of age) and allowed for a designated driver campaign to build upon the jointly funded NHTSA and MDT DUI prevention program. Newspaper flyers and billboards included Most of Us of Messages. Some of these messages were also implemented within communities of the 17 local SKSC coalitions covering 80% of Montana's population.

In FY 2003, the Montana Highway Patrol spearheaded the development and installation of mobile data systems for a variety of local law enforcement agencies. Grant monies from Sections 154/164 transfer funds paid for mobile data equipment in support of this project. The Montana Highway Patrol, the Billings Police Department and the Missoula County Sheriff have taken the lead in developing these mobile data systems to a new level of interoperability and exchange unavailable in the past. Once completed, these system improvements will enhance the ability of all emergency response providers to effectively communicate alcohol related incidents and other traffic related incidents that occur on Montana's roadways.

FY 2004 funding from the state of Montana continued supporting this mobile data program by paying law enforcement to buy additional mobile data equipment. During FY 2004 grant monies from Sections 154 and 164 grant funds were frozen due to a program review by NHTSA that temporarily halted the use of these funds for the mobile data project. All concerns relating to these funds have now been satisfied and the State Highway Traffic Safety Office will continue during FY 2005 and FY 2006 to finish up the remaining mobile data project using all of the available 154 and 164 alcohol monies allocated to this project.

In FY 2004, no 402 grant monies were used to purchase DUI related equipment for law enforcement or fund impaired driving Selective Traffic Enforcement Programs (STEP) in support of mobilizations and sustained enforcement. Funding for these programs came from Sections 154 and 164. The majority of time that law enforcement spends working on traffic is alcohol related. The detection and arrest of impaired drivers is a priority for Montana Highway Patrol and local law enforcement. Participation in the two DUI national mobilizations by law enforcement included Christmas through New Years and again over the 4th of July holiday timeframe that increased law enforcement visibility. Sustained enforcement efforts as part of STEP was conducted year round. The MT Highway Patrol and 20 law enforcement agencies received STEP contracts. This includes the six largest police departments located in Billings, Bozeman, Great Falls, Helena, Kalispell, and Missoula and three sheriffs departments located in Missoula and Gallatin, and Silverbow Counties. The smaller law enforcement agencies that also received STEP contracts were Havre, Laurel, Lewistown, Livingston, and Whitefish. Combined, these agencies covered 85% of the state's population. During FY 2005, most of these same law enforcement agencies have STEP contracts with the continuing goal of reaching 85% of the population. More agencies will be added to participate in STEP depending upon funding.

During 2003 DUI citations resulted in 5343 convictions. Police departments wrote a total of 2265 citations that resulted in 42.4% of the total convictions. The 1579 Citations written by sheriffs departments accounted for 29.5% of the total. Convictions for FY 2003 are somewhat lower than the previous year. For FY 2004, convictions are currently unknown. This information will not be available until April 2005.

In FY 2004 the State Highway Traffic Safety Office improved reporting by law enforcement agencies of the number of citations they wrote during mobilizations and sustained enforcement. The SHTSO provided standardized reporting forms as part of STEP contracts with law

enforcement agencies for both DUI and seatbelts. The SHTSO is taking more aggressive measures of getting law enforcement agencies to participate in STEP by personally meeting with the larger law enforcement agencies on a quarterly basis to encourage them to write more DUI and seatbelt citations. A Standard Field Sobriety Testing (SFST) Train the Trainers Course for several law enforcement agencies was held in Early FY2005 to help improve the proper use of SFST across Montana.

SAFE KIDS/SAFE COMMUNITIES local coalitions as part of their contract with the SHTSO for FY 2004 worked with their local law enforcement by providing public information and education support during the mobilizations using national and local public information and education materials. Some of the coalitions approached their local sheriff and police departments to participate in seatbelt and DUI enforcement activities even though these agencies do not have a contract with the State Highway Traffic Safety Office.

Use of Sections of 154 and 164 transfer monies funded \$400,000 worth of DUI equipment for law enforcement. These funds paid for radar, portable breath testing devices and in-car video systems. (Please refer to page 18 of this document on more details concerning the distribution and use of this equipment).

The Montana DUI Manual “A Guide to Processing Charges of Driving Under the Influence of Alcohol And/Or Drugs in the State of Montana and Minors In Possession of Alcohol” was completed during FY 2004. The State Highway Traffic Office contracted a local judge to develop this manual with expertise in Montana’s DUI laws and procedures and has served on the Courts of Limited Jurisdiction Commission for a number of years. This manual was distributed to all Courts of Limited Jurisdiction in 56 counties and used as a training tool for all lower court judges at their spring training. Additionally, five judges at the beginning of FY 2004 attended training on reducing recidivism among drunk drivers, new technologies in traffic enforcement, defendant’s rights, and effect of alcohol and drugs on the body.

3.2.2 Occupant Protection:

During 2004 the state achieved an 80.9% seatbelt usage rate as a secondary state compared to a 79.5% usage rate in 2003. The goal is to achieve a usage rate of 83% by 2006. If a primary seatbelt law became effective, this goal would be changed to 90%.

Occupant Protection Goal C	
Year	Seat Belt Usage
Benchmark (2000)	75.6%
Goal (2006)	83.0%
2001	76.3%
2002	78.4%
2003	79.5%
Achieved (2004)	80.9%

The history of Montana seat belt usage is presented below:

Table 26 Seat Belt Usage Rates					
Year	Interstate	Primary	City	Other	All Roads
1984	24.7%	20.7%	8.4%	8.4%	16.8%
1985	30.6%	25.8%	9.7%	12.2%	21.7%
1986	43.4%	33.9%	14.8%	17.1%	29.5%
1987	54.8%	44.0%	24.0%	27.0%	39.7%
1988	75.8%	64.7%	41.2%	45.6%	59.5%
1989	78.6%	69.3%	40.6%	47.5%	61.8%
1990	79.1%	70.5%	40.2%	48.4%	62.6%
1991	80.9%	72.8%	41.4%	49.3%	64.5%
1992	83.1%	75.3%	47.8%	53.7%	68.0%
1993	84.2%	75.9%	49.6%	56.2%	69.2%
1994	84.7%	75.4%	51.1%	56.4%	69.6%
1995	86.4%	75.0%	51.3%	57.5%	70.1%
1996	86.2%	75.5%	51.8%	61.0%	70.8%
1997	87.9%	79.3%	52.4%	60.2%	72.6%
1998	88.4%	78.2%	54.0%	63.5%	73.1%
1999	89.1%	78.9%	55.3%	65.0%	74.0%
2000	91.3%	79.5%	58.3%	65.5%	75.6%
2001	92.5%	79.6%	59.7%	65.7%	76.3%
2002	94.3%	82.5%	60.8%	69.7%	78.4%
2003	93.6%	82.3%	65.1%	71.7%	79.5%
2004	93.0%	83.3%	67.7%	73.1%	80.9%
Chg 1 Year	-0.6%	+1.2%	+4.0%	+2.0%	+1.8%
Chg 5 Year	+0.9%	+3.4%	+13.1%	+8.3%	+5.4%

Source: TIS – Montana Department of Transportation

(Please refer to the chart on the previous page). Seatbelt usage rates in Montana varied depending upon the roadway type. On the interstate, the seatbelt usage rate slightly decreased from 93.6% in 2003 to 93.0% in 2004. For city roadways, seatbelt usage climbed from 65.1% in 2003 to 67.7 % in 2004. Primary roadways experienced a slight increase from 82.3% in 2003 to 83.3% in 2004. For all other roadways (rural), there was a slight increase from 79.5% in 2003 to 80.9% in 2004.

The overall increase in seatbelt usage rate is attributed to many factors. Analysis of the roadway seatbelt usage rate shows that the local SAFE KIDS/SAFE COMMUNITIES (SKSC) coalitions probably had an impact on the increase of the seatbelt usage rate in the city and rural roadways due to their local education campaigns for the public through radio spots, newspapers, billboards, etc. on the importance of seatbelt usage. There are 17 of these coalitions that include a catchment of 14 additional counties totaling to 31 counties. Funded by Section 163 Federal Highway and 402 grant monies, Healthy Mothers, Healthy Babies (HMHB) as the lead agency was contracted by the MT Department of Transportation during 2004 to manage all 17 coalitions' occupant protection education programs for the public. During 2005, the coalitions are expected to continue their public outreach through PI&E programs using mobilization materials provided by the NHTSA, support from MSU Most of US Campaign, and Banik Communications Media Company. Their campaign will focus on 18 – 34 year old males driving pickup trucks.

A pilot public relations program was implemented targeting residents of the Blackfeet Indian Reservation in northwest Montana. The objective was to increase seat belt use among Indian males 18 – 34. A committee comprised of Native Americans was established to oversee the seat belt communications project. An intern from the Blackfeet reservation was hired to manage the project. The intern managed a focus group where Native American occupant protection messages were tested helping the intern determine the best direction to take in developing and disseminating occupant related messages for the target audience. During FY 2005, this project was expanded to two other Indian reservations within Montana.

Contracted by the State Highway Traffic Safety Office, Most of Us social norms program from Montana State University (MSU) provided each SKSC coalitions support in disseminating behavioral related occupant protection messages to the public through site visits, e-mails, and education materials such as brochures and posters. They provided the coalitions press releases giving each coalition an opportunity to spread a positive message about the importance of seatbelt usage throughout their community. Furthermore, tips were circulated on how to and where to effectively place Most of Us messages that included schools and other public places. The State Highway Traffic Safety Office assesses that the use of positive, social norms messages makes a better impact on all of the targeted audiences that need informing about the problems of drinking and driving and the importance of wearing seatbelts.

MSU Most of Us created radio PSA's and circulated these during the May Mobilization timeframe to encourage radio stations to play them to promote increased seatbelt usage. These PSA's were recordings from local law enforcement officers in Missoula, Yellowstone, Gallatin, Butte-Silverbow, Cascade, and Lewis & Clark Counties advocating the importance for the public

to buckle up. These were aired on local radio stations. No airtime was bought by NHTSA funds to play these messages. Each coalition was expected to use their own local resources to purchase airtime for these PSA's or get radio stations to play these voluntarily.

Most of Us also provided each SKSC coalition with a press kit to use during the May Mobilization in conjunction with law enforcement overtime efforts. MSU Most of Us also had SKSC coordinators use a poster showing a family from Helena who had participated in Saved by the Belt program and tailor it for use in their particular community. The poster was designed so coordinators could substitute a local person from their community who was saved by wearing a seat belt during a vehicle crash.

Another factor that helped improve these seatbelt numbers were law enforcement agencies that supported seatbelt mobilizations during November and May and conducted sustained enforcement throughout FY 2004 by writing seatbelt overtime citations. These same law enforcement agencies that supported alcohol STEP overtime also supported seatbelt overtime activities. Again, this included the MT Highway Patrol and 20 sheriff and local police departments. Combined, these agencies covered 85% of the population. Enforcement of seatbelt usage through overtime was primarily funded by Section 405 federal grant. These agencies received STEP contracts from the MT Department of Transportation ranging from \$6000 to \$12,000 that funded overtime hours for both seatbelt and DUI citations during the mobilizations and sustained enforcement timeframes. The Montana Highway Patrol received \$120,000 for their overtime program because of their size and statewide coverage.

Banik Communications provided media support for all law enforcement agencies including the MT Highway Patrol. This advertising agency is located in Great Falls, MT and contracted by the MT Department of Transportation. Waves of enforcement on seatbelt overtime occurred during the Thanksgiving Day Holiday (November 17, 2003 – November 30, 2003) and Memorial Day Holiday (May 24, 2004 – June 6, 2004) supported by radio and television messages created and disseminated by Banik conveying to the public the importance of buckling up. These messages were disseminated in Montana's seven largest counties covering 60% of the population. Funding for the Memorial Day Holiday seatbelt campaign came from Section 157 Innovative grant. More specifics on paid media are found on pages 23 – 27 of this document.

A Yellowstone County CODES (Crash Outcome Data Evaluation System) project provided details of costs for unbelted victims of traffic crashes. The final FY 2004 report for the CODES project indicated that during 2003 the hospital cost for unbelted crash occupants were 7.3 times more likely to require inpatient hospitalization and 2 times more likely to require emergency department care than those who had been belted. The average charge for an unbelted hospitalized patient was \$48,692 compared to \$20,709 for a belted patient in Yellowstone County. Compared to belted crash occupants, unbelted crash occupants were 25 times more likely to die in a vehicle crash. 76% of crash occupants involved in alcohol related crashes were not wearing a seatbelt. The percentage of persons involved in crashes was higher on secondary routes. This information will help provide valuable data to the 2005 legislature when a primary seatbelt law is introduced by the Attorney General's office.

During 2003 seat belt citations resulted in 16,000 convictions compared to 12,200 in 2002, a 28.0% increase. The Montana Highway Patrol accounted for 80% of the convictions statewide by writing 12,794 citations during 2003. The local police departments followed the patrol in the number of citations written by 2328. The MT Highway Patrol was more aggressive in writing seatbelt tickets during 2003 since they are a much larger law enforcement agency. Police Departments accounted for over 15% of statewide citations, down significantly from 2002. Sheriff departments accounted for less than 5% of the statewide total. Through careful networking, a representative from the MT State Highway Traffic Safety Office during 2004 worked closely with local law enforcement agencies to encourage higher seat belt usage on local roads and city streets. This included contacting and visiting the local police chiefs in Billings, Bozeman, Great Falls, Helena, Kalispell, and the sheriffs in Missoula, Yellowstone, Gallatin and Silver Bow Counties to get them involved in writing more seatbelt and DUI citations. A significant increase in FY 2004 is expected in the number of citations written once all the citations are tallied and analyzed by the State Highway Traffic Safety Office statistician and summarized in the FY 2006 Problem Identification document.

Unintentional injuries from motor vehicle crashes still constitute the highest risk to younger passengers under the age of 18. During 2003 four fatalities occurred for children ages 4 years old and under and injuries increased to 232 from the previous year's 226. However, this is well below the level of 288 during 1999.

As a means to continue reducing the injury rate among children riding in motor vehicles, Section 2003b child education grants monies focused on educating parents and care providers about the proper use and installation of child safety seats for children. SAFE KIDS/SAFE COMMUNITIES coalitions provided PI&E to the public on child safety seats by hosting safety seat clinics, and developing and disseminating local information about child safety seat usage. Healthy Mothers, Healthy Babies during 2004 was contracted as a clearinghouse by the MT Department of Transportation to disseminate free PI&E materials to the public on occupant protection and impaired driving. These packets include information about child safety seat usage as well as the importance of adult use of seatbelts. Over 8000 of these packets were disseminated statewide during 2004 in over thirty counties covering approximately 80% of the population.

The SKSC conducted several local child occupant protection PI&E campaigns that included the following:

- (1) Placement of children 12 and under in the back seat.
- (2) The importance of booster seat usage for children 40 to 80 pounds
- (3) Harness threading and harness adjustment for child restraints
- (4) Use of standard seatbelt hardware to install child safety seats

2003b grant monies funded certification training of child occupant protection technicians. During 2002 through 2004 the MT Department of Transportation used these monies to support

4-day NHTSA Standardized Child Passenger Safety Technical Training classes resulting in the certification of over 88 students. Montana currently has over 170 certified technicians. Fourteen people are certified instructors. Four thirty-two hour courses took place in Billings, Missoula, Butte, and Kalispell. Students who attended the class included law enforcement, RN's, fire department personnel, health department employees, childcare providers, EMT's, Native Americans, etc. As part of the training, volunteer and regular fire departments were encouraged to develop and conduct projects throughout the state to establish a network of fitting stations. As of 2004, approximately 22 fitting stations are currently available in Montana and listed in the NHTSA website.

In conjunction with the child safety seat training, approximately 32 known child safety seat clinics were held statewide for parents and care provided to learn how to properly use and install child safety seats. As part of these clinics, Banik Communications developed radio public service announcements promoting child safety seat clinics and the importance of child safety seat usage and installation. Twenty-seven radio stations aired 2124 child passenger safety spots reaching a majority of the residents in the state as a means to get them to attend these clinics. Each 30-second radio spot ran on two or more stations and two or more days prior to the scheduled clinic. Newspaper ads ran one or two days prior to each scheduled clinic. Banik also placed two to three hour radio remote for each clinic where parents were interviewed about the importance of having their child's safety seat check from their perspective. This was done as a means to draw other parents or care providers to the clinics to have their child's child safety seat checked. The campaign incorporated booster seat information helping parents and guardians learn to graduate children to the proper safety seat by appropriate size and weight according to information provided by NHTSA. The production of newspaper and radio public service announcements for child passenger safety was funded by Section 2003b. Section FHWA 163 grant monies funded the airtime for the radio and the placement of newspaper ads.

During 2003, the State Legislature considered and rejected a primary seatbelt law. Additionally, changes proposed to improve the child occupant protection law were considered but altered by the Legislature. This resulted in having children up to 6 years of age be in the proper child restraints, but unfortunately lead to the elimination of the primary enforcement aspect of this law. During the 2005 legislature a new bill will be introduced to change this existing child passenger safety law to a primary offense. The Attorney General of Montana during the 2005 legislature will also introduce a primary seat belt law.

3.2.4 Driver's Hazardous Actions:

The eventual goal is to reduce hazardous actions reported in crashes by 10% in FY 2008. Benchmarking of citations for DUI of alcohol and other drugs, and seat belt misuse or non-use was discussed earlier. The effort was to average over three years 6,000 DUI citations and 16,000 seat belt citations. These goals were to carry us through the end of calendar year 2005. While these remain reasonable goals, a big need is to maintain effective traffic law enforcement now in the face of competing interests in homeland security, combat staffing for wars in Iraq and

Afghanistan, preparing for and fighting terrorism, and reducing law enforcement funds nationwide.

The sum of the following contributing actions are used for this goal: Alcohol, Speed too Fast, Failed to Yield, Careless Driving, Follow too Closely, Improper Turn, Improper Backing.

Hazardous Actions Goal D	
Year	Hazardous Actions
Benchmark (2002)	18,691
Goal (2008)	16,822
Achieved (2003)	18,546

When officers investigate a crash, they identify the presence of alcohol, other contributing circumstances leading to the crash, and lack of seat belt use. Careless driving, inattentive driving and speeding are the most common actions of drivers.

Young and old drivers are provided training in driving skills and habits. The Office of Public Instruction (OPI) facilitates the driver's education curriculum and training for young drivers through public and private schools. The State Highway Traffic Safety Office funded a portion of OPI's traffic education curriculum using Section 402 funds during FY 2004. This project secured the services of a contractor from Idaho to work with members of the MT Traffic Education community in revising the state's drivers education curriculum. This included field testing revisions and then reproducing and distributing this new curriculum to the instructors. This revised curriculum includes information on the dangers of not wearing seatbelts and the problems associated with drinking and driving. Field-testing of this curriculum is continuing during FY 2005.

The Courts of Limited Jurisdiction is trying to establish training for drivers in need of rehabilitative training but encountering difficulties in costs and local provision of the training. Elderly are being served through the American Association of Retired Persons (AARP) who provide approved elderly driving training programs in the state, although the American Automobile Association (AAA) and the National Safety Council (NSC) have an approved 8 hour curricula for this particular group.

Enforcing traffic laws requires dedicated resources and focus by law enforcement agencies. During FY 2004 the State Traffic Safety Office offered law enforcement DUI related equipment using the following criteria:

1. Dissemination of DUI related equipment (in-car video and PBT's) was based upon alcohol related crashes and the number of DUI convictions within a particular community and county.
2. Total crashes and contributing circumstances such as speed played a role in which law enforcement agencies received radar equipment.

The law enforcement agencies receiving this equipment were not necessarily contracted by the State Highway Traffic Safety Office to conduct STEP impaired driving overtime program.

The law enforcement agencies that responded to the State Highway Traffic Safety Office's offer of DUI equipment during FY 2004 received PBT's, radars, and in-car video equipment. Section 154 and 164 alcohol monies funded this equipment for 34 sheriff's departments and 30 local police departments. This provided law enforcement agencies the ability to reach approximately 80% of the population. The counties and local police department who did not receive law enforcement equipment during FY 2003 and FY 2004 will be contracted in January or February during FY 2005 achieving almost 90% to 95% coverage of the population in Montana.

Public information through newspaper flyers, radio spots, and brochures on the reasons to avoid drinking and driving and to buckle up was provided to the public by local SAFE KIDS/SAFE COMMUNITIES coalitions around the state in support of law enforcements' efforts. Some of this information was made available from free packets of information including brochures. Healthy Mothers, Health Babies who was contracted by the State Highway Traffic Safety Office as a clearinghouse, disseminated these packets to the public.

3.2.5 Traffic Records/License Compliance

Several national organizations are promoting the improvement to traffic records. NHTSA has made the development of statewide Citation/Conviction Tracking Systems a priority. They are also promoting special funding for all types of traffic records improvements.

Traffic Records Strategic Plan Goal E	
Year	Strategic Plan
Benchmark (2003)	No Plan
Goal (2006)	Final Strategic Plan
2004	No Plan

(For more details concerning a Traffic Records Strategic Plan, please refer to page 21, para 3).

A DUI tracking system or a citation/tracking system would be advantageous to traffic safety within Montana. At present there is no method to track citations from date of issue, to and through the courts, and then on the Department of Justice records system. There is no process to acquire data such as average BAC on DUI's or location of citations. A tracking system would allow for this summarization of citations of all types along with the specifics about the citations utilized by law enforcement, traffic safety, the court system and the Department of Justice.

To help address these problems, Montana during FY 2004 held a Traffic Records Assessment co-hosted by NHTSA and funded this process with Section 411 grant monies. This Assessment discusses the positives and negatives of traffic records involving highway safety. Two of the

major recommendations from the assessment included the importance of developing a two-tiered Traffic Records Coordinating Committee (TRCC) across multiple agencies and jurisdictions and to write a Strategic Plan for Traffic Records that includes strategies to help acquire a DUI tracking system within Montana. The Assessment paper was published and finalized in July 2004.

The two-tiered TRCC has been implemented. The executive level committee met twice during 2004. This committee is responsible for Strategic Planning in all of Traffic Safety, but one of their sub-functions is to act as the upper level TRCC committee. The working level TRCC committee held their first meeting during October and will continue to meet about 3 times per year, while doing much of their business through email.

The State Highway Traffic Safety Office is currently adding a task to a contract that the MT Department of Transportation currently has with Cambridge Systematics. This task will allow this firm to write a Traffic Records Strategic Plan for Montana during FY 2005 funded partially by remaining Section 411 funds.

This current push on Traffic Records seems to be coming at the right time. Agencies in Montana have not been very supportive of Traffic Records except in the crash database, the roadway inventory database and the traffic count database during the past 20 years. For the first time there is widespread interest in traffic records. The MT Department of Justice is currently involved in a program to improve their business practices related to driver's license, vehicle registration and title databases. They are proceeding in that project and improving the databases and hardware when needed. The MT Department of Health and Human Services is implementing an EMS trip report database and redoing their trauma database. The Court Administration is providing software to the Courts of Limited Jurisdiction. This citation and adjudication data will eventually be collected by the state. This will provide a first step toward a citation/conviction tracking system. Law Enforcement is moving forward with mobile data terminals in some vehicles and communication over a microwave backbone. Global positioning is beginning to be used by the MT Department of Transportation, by law enforcement and by emergency responders. This is the perfect time for the TRCC to bring these major stakeholders together to link the various traffic related databases.

3.2.6 Emergency Medical Services (EMS)/Trauma System Development:

The measurable goal is to reduce incapacitating injuries in Montana to 1,500 per year by 2008. Another goal is to provide Emergency Medical Services (EMS) to victims of traffic crashes within one hour, for 90% of traffic crash victims requiring transit. Since Montana currently has no trip report system, this is currently not a measurable goal. Since motor vehicle crashes are one of the top three unintentional injuries in every county in Montana, we believe supporting emergency medical service providers is critical to our reducing injuries and deaths on the roadways.

Emergency Medical Services Goal F	
Year	Incapacitating Injuries
Benchmark (2002)	1,738
Goal (2008)	1,500
Achieved (2003)	1,634

The Report on Rural and Frontier Emergency Medical Services sums up the problem in Montana as well as other states. “EMS agencies dependent on volunteers for staffing and fund-raising for revenue and have found advancement difficult. Indeed, it is often a challenge to continue to assure the timely response of a basic life support ambulance in these settings. In the current era of preparing public safety for effective response to manage terrorist and other events, the reality of rural/frontier EMS is that the infrastructure upon which to build such a response is itself in jeopardy.”

Only those employed by agencies like police, fire departments and hospitals have any form of economic security to provide EMS services. Private ambulance services and hospitals struggle to meet the needs of their communities. New emergency service volunteers face difficulties in obtaining continuing education and training to graduate to higher levels of expertise in this field. In the most rural and frontier areas of Montana a shrinking volunteer base has caused a crisis in providing timely emergency medical response.

The Emergency Medical Services & Injury Prevention section within the MT Department of Public Health and Human Services (DPHHS) has formed a statewide Emergency Medical Services Advisory group to look at the infrastructure of EMS in Montana. This Advisory group will provide leadership for EMS and set priorities to improve EMS. The State Highway Traffic Safety Office is represented on this committee and will provide inputs as an active member. Additionally, a NHTSA sponsored EMS Assessment has been requested for June of 2005. EMS is looking forward to this assessment to help identify gaps in the system. The State Highway Traffic Safety Office is funding a portion of this assessment using NHTSA grant monies.

One of the first priorities that have been identified by the Advisory Committee is the lack of statewide data. Emergency Medical Services Report Systems for the collection of EMS system operational and clinical data have been in existence, in many forms, for many years. However, Montana has never had a centralized data collection system. A computerized trip report system that was initiated in the state has been completely abandoned, as it never met state needs for data collection. A statewide electronic system is currently under construction. EMS hopes to use a secure web based system to collect data across the state by 2006.

We have maintained a working relationship with Montana Emergency Medical Services Association (MEMSA) as the organization of EMS professionals in the state. They look to us for information to disseminate through local services. We will continue this relationship by providing technical assistance and printing services for their state conferences that do not require NHTSA grant funds.

3.2.7 Motorcycle Involvement in Crashes:

The number of motorcycle crashes as a percentage of total crashes were originally benchmarked in 1999 at 1.3%. The goal for 2002 was to stay at 1.3%. This goal was changed in 2002 to keep these crashes below 1.6% of all crashes through 2008. The goal was changed since motorcycle registrations and crashes are continuing to rise. Motorcycle registrations nearly doubled during the six years from 1997 to 2003 necessitating this goal change. Both measures are within goals during 2003, but Goal H will be above 8% during 2004. Perhaps a rate of crashes per 1000 motorcycle registrations should eventually replace this measure.

Motorcycle Goal G	
Year	Percentage of Motorcycle Crashes
Benchmark (1999)	1.3%
Goal (2008)	1.6%
2000	1.5%
2001	1.4%
2002	1.5%
Achieved (2003)	1.6%

Motorcycle Goal H	
Year	Percentage of Motorcycle Fatal Crashes
Benchmark (1999)	7.7%
Goal (2008)	6.0%
2000	7.0%
2001	5.5%
2002	10.3%
Achieved (2003)	4.6%

As people age and can afford a motorcycle and its upkeep, motorcycle use increases. Motorcycle registrations increased substantially since 1993 and the highest occurrence of injuries occur among those between age 35 and 64. During 2002, there were 28,111 motorcycle registrations and 34,433 registrations in 2003 reflecting a significant increase of 22.5%.

The state conducts two forms of motorcycle training. One is through Montana State University (MSU) Northern, in Havre, Montana, using the Motorcycle Safety Foundation's curriculum and taught by local, contracted instructors. The second is an off-road motorcycle training program conducted by the Montana Department of Fish Wildlife and Parks that focuses on off-road riding and requirements on state and federal forest and public lands. Both promote safety, helmet use

and practice to ensure survival and to reduce injuries.

The State Highway Traffic Safety Office joined the Montana Motorcycle Rider Safety committee that is part of MSU. This committee meets periodically in Helena, MT to discuss issues related to motorcycle safety within Montana such as licensing, helmets, and the aging population buying motorcycles. MSU is submitting a grant proposal to the State Highway Traffic Safety Office for FY 2005 to do a public information education campaign related to motorcycles that focus on the older population and the dangers associated with driving a motorcycle while intoxicated.

The motorcycle program at MSU Northern focuses on public information efforts, particularly abating drinking and driving and use of all protective devices by motorcycle riders. Low and no cost options to facilitate motorcycle safety exists providing motorcyclists more information on roadway repairs, guidance through work zones, and safer transit through these sites. Use of roadway portable signs to warn of hazardous situations or work zones can reduce riders' risks. Using our Internet web site, early publishing of construction zones and alternate routes available can facilitate travel planning by motorcyclists and all motorists during the construction season in Montana.

Depending upon available funding, the State Highway Traffic Safety Office during FY 2005 would like to support a public information and education campaign by contracting MSU Northern to address the problems of driving a motorcycle while intoxicated. We hope contracting MSU Northern to conduct this program and develop newspaper flyers, brochures, and other types of PI&E materials for public use will make this campaign available statewide. Much of this information can be disseminated through the Healthy Mothers, Healthy Babies clearing-house where they already send free packets of information to the public on impaired driving.

3.2.8.1 General Education:

General education to promote the reduction of highway traffic crashes, deaths, and property loss has been accomplished through numerous avenues this fiscal year. The majority of the funding we have received from the National Highway Traffic Safety Administration (NHTSA) has been used toward public information and education for our two major issues: Occupant Protection and Impaired Driving. Through contracts with our subgrantees such as SAFE KIDS/SAFE COMMUNITIES and MSU Most of Us Campaign, as well as our own internal efforts, we have made great strides educating the public. The key has been to produce and distribute educational materials that publicize the importance of not driving impaired and the importance of wearing a seatbelt as a means to influence better driver behavior. Montana drivers adapting to these public messages contribute to saving the state millions of dollars in medical expenses for victims involved in fatal and non-fatal crashes.

The educational materials listed below are available either in hardcopy or on our newly updated MT Department of Transportation website for public use. These are frequently used by the Montana School Districts K-12 and Higher Education School Systems; Healthy Mothers, Healthy

Babies, Safe Kids Safe Communities coalitions; the Office of Public Instruction; Montana hospitals; state and local Public Health and Human Services, law enforcement agencies, Montana bars/taverns, Montana courts, Driver's Education, and Drivers' Licensing Agencies.

A. Educational materials including posters focus on impaired driving that are produced and disseminated by the State Highway Traffic Safety Office:

1. Assessment Course Treatment (A.C.T.) Program- (Brochure): An explanation of the mandatory program for those convicted of driving under the influence (DUI). Describes one's responsibilities and rights. Explains vehicle licensing reinstatement fees and driver's license suspensions.
2. Blood Alcohol Concentration (BAC) & You- (Brochure): An explanation of what BAC is, how it affects your body, behavior and your driving abilities.
3. Blood Alcohol Concentration (BAC) & Youth (Brochure): An explanation of what BAC is, how it affects your body, behavior and driving abilities. It also explains minors in possession (MIP) laws and penalties for purchasing or possessing alcoholic beverages.
4. Montana's Minors in Possession (MIP) Drinking & Driving Laws (Brochure): An overview of what could happen if you are a minor stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions.
5. Drinking Decisions – Think BEFORE You Drink (Brochure): An overview of what could happen if you are stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions.
6. Montana DUI Laws- (Poster): Jointly developed by the Department of Justice and the State Highway Traffic Safety Office of Montana's 12 DUI laws, and can also be used as a Power- Point presentation for training.
7. Alcohol Sales and Underage Drinking Laws in Montana- (Pamphlet): An explanation of legal responsibilities for those selling alcohol, liability for licensees, tips for reducing liability for licensees, staff training, establishment environment, recognizing false identifications, working with law enforcement, underage sales and penalties, serving alcoholic beverages in a bar and recognizing behavioral cues in excessive drinkers. Also includes a list of Montana laws pertaining to alcohol sales and underage drinking.

B. A brochure that focuses on occupant protection education for the state of Montana is titled Safety Belt and Child Restraints. This document consists of Montana laws regarding the use of adult safety belts and child restraints, why we use them, facts, statistics, how to wear them and the penalty for non-use. An overview on air bags and their impact on child seats and size and weight guide for child safety seats are also included in this document.

- C. Remembrance Fatality Memorial Website: A website for family members to memorialize and remember their loved ones who have died on Montana roadways. This was produced and instituted by the State Highway Traffic Safety Office.
- D. Our educational website (<http://www.mdt.state.mt.us>) has the most up-to-date information and educational data especially on occupant protection and impaired driving. This site includes the educational materials listed in this section.

3.2.8.2 Paid Media Report

Purchases of media were used to further extend our messages on safety to the traveling public. Television, radio, billboards, and print media were purchased in campaigns directed at impaired driving and occupant protection. We contracted services with Banik Communications, who competed and received another media contract from the State Highway Traffic Safety Office. Banik Advertising is contracted to develop and air traffic safety related campaigns with a special focus on seatbelts and DUI. To listen to all the radio spots and view the television ads created by Banik during FY 2004 on occupant protection and impaired driving for the MT Department of Transportation please go to http://www.banik.com/mdt_media/ (You need Quick Time Software for this to work properly).

Banik promoted state messages to run concurrent with our statewide national mobilization in conjunction with enforcement overtime efforts. Banik's use of paid media regularly includes monitoring of their use of one for one paid ads and free public service ads. They receive reports at the end of each year that track the media purchases to ensure that ads were run in purchased slots and venues, and all were received for the purchase price.

Media Funding:

Banik received funding for traffic safety related media programs from by various sources of grant funds provided by NHTSA including Sections 402 and 163 FHWA grant monies. Banik's occupant protection campaign received \$349,371 from Sections 157 Innovative and 405 for adult messaging in support of enforcement overtime efforts during Thanksgiving and Memorial Day Holidays in support of national mobilizations. Both funds supported production and paid media for this occupant protection campaign.

Banik's impaired driving campaign used \$68,065 of Section 402 for media production and \$115,424 out of Section 154 AL for paid media in support of law enforcement impaired driving overtime held during the July 4th and Christmas/New Year Eve Holidays in support of national mobilizations. Banik also conducted a special Labor Day alcohol campaign using \$861.00 out of Section 402 for media production and \$18,872 of Section 154 for paid media as well as for production costs. Additionally, Banik spent a total of \$62,875 for open container paid media and production out of Section 154 AL.

\$75,195 funded Banik to create and air SAFE KIDS/SAFE COMMUNITIES child safety seat clinic announcements and remotes that allow local newscasters to interview parents attending the clinics. \$25,202 from 2003b paid for media production of safety seat clinic announcements and \$49,922 from Section FHWA 163 funded the placement of these announcements.

During FY 2004, no 402 funds were used to pay for any paid media placement but it was used to fund some of the production costs for Montana's media campaigns.

Media Campaigns:

Banik conducted impaired driving media buys during FY 2004 Christmas/New Years Holiday timeframe that informed the public about the importance of not drinking and driving. This campaign targeted adults 25 to 64 with a secondary demographic of adults 25 – 49. This campaign included television play in all major markets of Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula on networks and cable TV. Television play also occurred in the smaller markets in Glendive, Havre, Lewistown, Livingston, and Polson. The television spots show a man in a pickup truck drinking a beer. Toward the end of the spot, the man is stopped and a policeman appears at the window. At the end of the commercial you see the words: "Montanans Are Getting Tough on DUI's." The television spots averaged 800 GRPs in each major market. This scheduled achieved an average reach of 85% and a 10 frequency. In support of the Christmas/New Years Holiday timeframe, Banik had a total of 1979 of paid television spots matching this with 1979 bonus spots. Banik also achieved 28 billboard spots matched with 28 bonus billboard spots with a DUI message: "Montanans Are Getting Tough On DUI's."

For impaired driving radio spots during the Christmas/New Years Eve Holiday, Banik created and produced two 30-second radio commercials with a strong enforcement related tag: "If you drive while you are intoxicated, you will be caught, and prosecuted and stopped from killing yourself or.....someone else." Utilizing one paid/one bonus method, Banik ran a schedule in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, and Missoula) and in the smaller markets of Baker, Glasgow, Glendive, Havre, Lewistown, Miles City, Scobey, Sidney, and Wolf Point. GRP average for radio was 800 in each market with an average reach of 72% and an 11 frequency. Combined with television reach and frequency, this achieved a 94% reach with a 9+ frequency.

Banik also conducted impaired driving media buy during the July 4th holiday timeframe. This campaign primarily targeted adults 25 – 64 with a secondary demo of adults 25 – 49. This involved use of radio and billboard conveying DUI related messages that Montana is getting tough on DUI's. Two 30-second radio commercials were created and aired statewide. These radio ads had the same enforcement tag as the Christmas/New Years Eve radio spots. Banik scheduled radio ads in all major markets and smaller markets listed in the previous paragraph. Banik had 2138 paid radio spots matched with 2138 bonus spots. The 4th of July radio media campaign achieved an average of 967 GRPs in each market with an average reach of 70% and a

13.7 frequency.

Also during the July 4th timeframe, Banik had 28 paid billboards matched with 28 bonus billboards with the message “Montanans Are Getting Tough On DUI’s.” During the 4th of July timeframe, law enforcement was not contracted by the State Highway Traffic Safety Office to conduct impaired driving overtime although a few voluntarily did this on their own. However, law enforcement agencies contracted do STEP did sustained enforcement activities funded by NHTSA grant monies that carried through the 4th of July holiday timeframe.

In support of the MT Department of Transportation’s impaired driving program, Banik developed and placed media messages to change the perception that it is alright to have open containers of alcoholic beverages in vehicles while driving. This campaign was funded by Section 154 alcohol money for both paid media and production. The primary audience for this campaign was adults 25 – 54. Banik produced and aired 30-second a radio spot. This radio spot titled “Drivers Training” conveys the message that a parent drinking a beer in front of their child while driving a vehicle is not a good role model. As a tag to this, Governor Martz says: “What are you teaching your children when you drink and drive.” 51 stations covered all the major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, and Missoula) and a few secondary markets (Baker, Glasgow, Havre, Lewistown, Miles City) with this radio spot. Banik paid for 3683 radio spots matching this with 3638 bonus spots. This campaign achieved an average of 2057.2 GRPs in each market with an average reach of 86% and 24 frequency.

Though not aired until FY 2005, Banik also produced a 30-second television commercial showing children ready to run a race and given scissors to run with as a continuation of Montana’s impaired driving program. This campaign was also funded out of Section 154 funds. Both the MT Department of Transportation (MDT) Director and the Governor of Montana produced an end tag encouraging adults not to drink and drive because you are tacking your children improper behavior. The message tag:

MDT Director- “We teach our children not to do dangerous things like run with scissors, yet some people still drink and drive.”

Governor- “Montana roadways have the highest alcohol related fatality rate in the nation. What are you teaching your children when you drink and drive?”

Banik also created and aired a Labor Day Impaired Driving Campaign that ran August 30, 2004 through September 8, 2004. Four 30-second radio commercials already created and produced by Banik for the Christmas/News Years Holiday timeframe and 4th of July were also played during the Labor Day Holiday timeframe. Banik placed 1656 radio spots matching this with 1656 bonus spots aired on 52 stations in the major markets and a few secondary markets. The radio spots during the Labor Day campaign achieved an average of 838 GRPs in each market, with an average reach of 71% and 12 frequency.

Banik provided media support for two seatbelt national mobilizations during FY 2004. For the

November 17 – 30, 2003 seatbelt mobilization, Banik created a 30-second television commercial titled “Harold and Emma” showing a grandfather who was driving without a seatbelt who got into a vehicle crash, that lead to him crushing his granddaughter on the passenger side, and killing her. His granddaughter was wearing a seatbelt when the crash occurred. This television spot was played in Montana’s major markets and smaller markets on cable focusing primarily on adults 25 – 49 and a secondary audience 50 and older. The television placement achieved 800 GRP’s in each major market and an average reach of 85% and a 10 frequency. Banik paid for 4258 television spots matched by 4258 bonus spots. They also aired “Harold and Emma” radio spots in all major markets. The average GRP for each market was 600 with an average reach of 72% and a 13 frequency. Combined with television reach and frequency, this achieved a 94% reach and a 9+ frequency. Banik’s paid television spots totaled to 4120 and matched with 4120 bonus spots. As part of this November seatbelt campaign, Banik posted 28 billboards with a seatbelt message matching that with 28 bonus billboards.

The May Mobilization seat belt campaign developed by Banik and funded by 157 Innovative funds was based upon guidelines set by NHTSA. The campaign focused on adult males 18 – 34 years of age who do not always wear their seatbelts. Banik created two 30-second television commercials directed at the adult male 18 – 34 to get them to buckle up. The television spots had a strong enforcement tag: “IT’S OUR LAW, and It Will Be Enforced. If you’re stopped for a traffic violation, and you’re seen not wearing your seatbelt, you will be ticketed.” The television spots were played in all major markets and smaller markets. Network programming that reached the 18 – 34 year old males was placed on ESPN, Spike, and FX networks. The television placement received an average of 600 GRP’s in each major market. The average reach per market was 80 - 85% based on current network TV ratings data. The expected average frequency was 8 – 9. Banik's paid television spots were 4554 matched with 4554 bonus spots.

The radio spots for the May Mobilization seatbelt campaign were also created by Banik and directed at males 18 – 34 years of age based upon NHTSA guidelines. The radio spots, like the television ads, illustrated the importance of buckling up with the same enforcement tag as the television spots. The radio spots played in Montana’s major markets and secondary markets. The average radio reach per market was 75 – 80% based on current Arbitron ratings data. The expected average frequency was 10 – 11. The radio placement had an average total of 750 GRP’s. Combined with television reach and frequency, the campaign achieved a 94% reach with a 9+ frequency. The total paid radio spots were 4370 matched with 4370 bonus spots.

Banik conducted media support for 32 Child Safety Seat clinics from October 2003 to September 2004. This included placement in 35 newspapers announcing the location, date, and time of child safety seat clinics in support of local SKSC coalitions who coordinated this effort. Twenty-seven radio stations aired 2124 child passenger safety spots reaching a majority of the residents in the state to get them to come and have their child’s safety seat checked for usage and installation. Each local SKSC coalition receiving this support was given advanced notice of the clinics and a remote broadcast at the site where the clinic occurred. Each remote for these clinics ran two to three hours with sufficient reach and frequency and one or two newspaper ads in each community.

V. Legislative and Administrative Changes

Legislative Changes

At the upcoming legislative session in FY 2005, a few state agencies will introduce key traffic safety related bills. The MT Department of Transportation will introduce an open container bill and the MT Attorney General will introduce a primary seat belt law and a graduated drivers license bill. In FY 2003, the Montana legislature already passed .08 and repeat offender laws.

Not having an open container law has meant the transfer of the majority of Section 154 funds to the highway safety program from construction funds and used in the MT Department of Transportation's Hazard Elimination program. \$150,000 of this money was used in FY 2004 in support of DUI related television and radio media message created and aired by Banik Communications.

Administrative Improvements

We hired a new Program Specialist making our office fully manned. We also updated our Policies and Procedures Manual to improve how we develop and implement our Highway Safety Plan. We continued making improvements to our financial and administrative processes by providing annual training to all State Highway Traffic Safety personnel on the SHTSO's Policies and Procedures Manual. The State Highway Traffic Safety Officer also sent four personnel to NHTSA's Financial Management Course during FY 2004.